

Frigid Era

PUBLISHED BY

FRIGIDAIRE CORPORATION, DAYTON, OHIO

A MILLION NEW PROSPECTS!

"Again Frigidaire is pioneering" . . . See Page 2

July 15, 1930

FRIGIDAIRE enters LOW-PRICE field!

Frigidaire has entered the low-price field.

Right when people who ought to buy have been taking the "can't afford it" attitude, Frigidaire dealers

and salesmen are out with two new models, so low in price and on such easy terms that this old excuse is wiped right off the board.

As a result a million new pros-

pects are waiting to hear the Frigidaire story. Hundreds of thousands who have said "No" in the past, should be given the opportunity of hearing it again.

Again Frigidaire is pioneering. Again it is shoving prices down, opening new fields of prospects, putting the benefits of dependable electric refrigeration within reach of millions of people to enjoy. And, over and above all this, it is making it possible for Frigidaire dealers and salesmen to do millions upon millions of dollars worth of additional business in 1930!

The public *wants* electric refrigeration. It respects the engineering ability of General Motors, its policy of customer service, its reputation for fair dealing. It recognizes Frigidaire as the biggest, best known name in the refrigeration field, with 1,500,000 users of its equipment. The very name is almost synonymous with electric refrigeration.

Two classes of prospects are interested in the new "G" models. They are those whose needs can be met with a small refrigerator and that great class of buyers to whom price necessarily must be a primary consideration. These types of buyers are to be found everywhere—waiting now for a Frigidaire salesman to call.

Then there is that class of buyer that needs a larger model—that ought to buy a larger model—that can be interested in the new low-priced models and then quickly transformed into a purchaser of the right size cabinet to fit both his needs and his purse.

What better prospects could a selling man ask?



Here is the new G-4, a genuine Frigidaire in every respect, porcelain finished inside and out. It is one of the two new models added to the line to open a new field of prospects, help dealers and salesmen get more business.

General Motors Executives Visit Plants



Alfred P. Sloan, Jr., president of General Motors and five vice-presidents of the parent corporation, visited the Frigidaire plants in Dayton recently, inspected a complete display of the company's products, made a trip through the factories, visited the engineering department, and left well pleased with progress and prospects. The

official party is shown above. Reading from left to right they are: C. F. Kettering, vice-president; J. L. Pratt, vice-president; E. G. Biechler, president and general manager of Frigidaire Corporation; R. H. Grant, vice-president; Alfred P. Sloan, Jr., president of General Motors; O. E. Hunt and C. E. Wilson, vice-presidents. Mr. Sloan in insert.

Public Has Confidence in General Motors

Striking proof of general public confidence in General Motors is shown in figures contained in a recent statement by Alfred P. Sloan, Jr., president of the corporation.

Frigidaire representatives, everywhere, proud of the fact that they are allied with the world's largest industrial organization, will be interested to know that the number of small investors in General Motors is increasing rapidly.

Within the period of little more than a year, the number of holders of General Motors' common stock has increased 165 per cent. The greatest gain, amounting to 311 per cent, was among holders of ten shares or less, showing that many persons with limited capital select General Motors for investment.

Approximately 100,000 stockholders out of a total of 218,000, own ten shares or less, according to Mr. Sloan's statement. Almost 180,000 own fifty shares or less. Of the total number, 84,319 are women, showing again that investors to whom security and permanent value are prime considerations, lean toward General Motors as the best of investments.

Increase in stockholders has been particularly noticeable in outlying areas, remote from stock trading centers. Distribution of General Motors dividends, coupled with the patronage of various sections of the country for raw and manufactured materials, closely parallels the business done in these sections by the corporation, it was explained.



Make Picture "Tie-Up"

Many dealers are taking advantage of an opportunity to tie up with local showings of "With Byrd at the South Pole," official picture of the Byrd Expedition. Some are showing a water cooler in their display window with a card mentioning the picture. Others, more enterprising, have arranged to display a water cooler in the lobby of the theater where the picture is being shown. Houses showing the picture are in almost every instance extremely anxious to effect advertising tie-ups with representatives of manufacturers who supplied equipment for the Byrd Expedition. Admiral Byrd carried a No. 7 Frigidaire water cooler when he sailed for the South Pole.

OUT POP the Cubes!

Once again Frigidaire Corporation takes the lead! This time with a new convenience and one which will be hailed with delight by hundreds of thousands of housewives.

Frigidaire salesmen, Frigidaire advertising and Frigidaire users are telling of this newest refinement in the electric refrigeration field, again pioneered by Frigidaire.

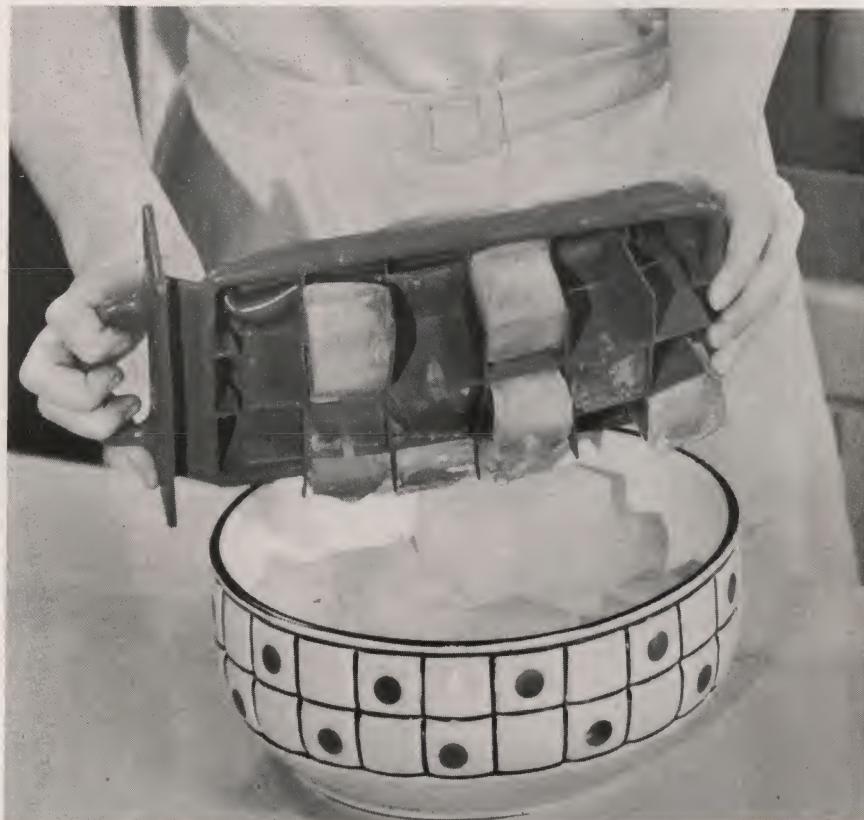
The new Quickube tray is standard equipment on all AP model Frigidaires. It is the only tray in the world from which ice cubes can be taken without removing the tray from the refrigerator.

It has many advantages. All ice cubes can be removed from the tray in less than ten seconds. It is equally easy to take out one cube or all cubes. It is not necessary to hold this tray beneath running water to loosen ice cubes.

The Quickube ice cubes are dry, hard, colder and full size. They are larger and more efficient than cubes from ordinary metal trays.

This tray is fast color, odorless and tasteless at refrigeration temperatures. It is absolutely sanitary, coming from the factory sterilized in wax containers.

The Quickube tray is practically indestructable. It will not break. Very elastic, if stretched it will spring back into position, undamaged. The tray is adaptable to all



If all the cubes are wanted, remove the tray, grasp by handle and the rim at the back of the tray, and use the thumbs to turn the tray completely inside out, releasing all the cubes.

regular models, whether old or new, is low in price.

The Quickube tray saves time, makes use of ice cubes easy. To melt one cube out of a metal grid takes an average of a minute or more. Three seconds is enough with the Quickube. To remove all cubes from a metal tray takes about three

minutes—ten seconds is enough with the Quickube.

It is a fine improvement and powerful sales argument—further evidence of Frigidaire leadership and foresight. Salesmen will find it a powerful sales weapon and a talking point prospects will readily understand and appreciate.



Grasp by the handle, pull out the tray, exposing as many ice cubes as are desired.



Push down on the handle, breaking the cubes from the sides, and exposing cubes to view.



Simply pick out as many cubes as are needed.

The 10-Point Frigidaire

Missouri, storied home of skeptics, famed "show me" state, could have inspired the new 10-Point Frigidaire Campaign, hard-hitting drive for summer business. Frigidaire assumed this attitude in tackling the latest selling problem.

"Test it yourself," is the keynote. Advertising and window displays stress ten big points. The sincere, hard selling that the campaign contains is certain to bring results, if dealers and salesmen thoroughly tell the 10-Point story.

Here it is:

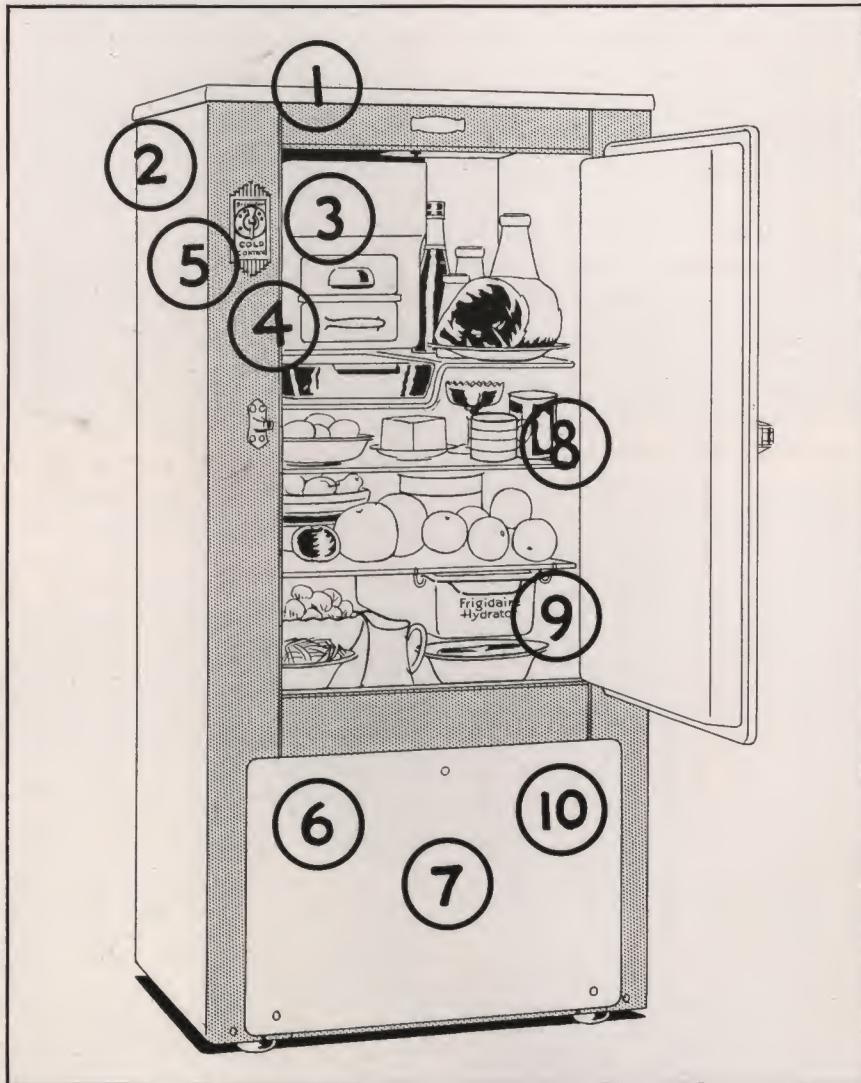
Beauty. Frigidaire's smooth, unbroken lines, flat top, hardware and finished back make for beauty. Sell them.

Porcelain-on-Steel. Porcelain has durability, beauty, strength. Explain the value of reinforcing steel walls with sturdy wood frame, a practice followed in fine automobile construction.

High Speed Freezing Chamber. Frigidaire's freezing chamber in a new light. Point out the self-sealing feature, the individual freez-

Here They Are:

1. Beauty
2. Porcelain-on-Steel
3. High Speed Freezing Chamber
4. Quickube Tray
5. Cold Control
6. Surplus Power
7. Quiet Operation
8. Elevated Shelves
9. Hydrator
10. Low Operating Cost



ing compartments for each tray.

Quickube Tray. Let the prospect handle the tray, see how easily it releases the cubes.

Cold Control. A story of accelerated freezing with a regulator conveniently located, easily operated.

Surplus Power. Efficiency even during hottest weather, or while the owner is entertaining. Stress the point that the compressor is concealed in a secure compartment.

Quiet Operation. Frigidaire tells its own story.

Elevated Shelves. A sales demonstration on convenience. Remember, Frigidaire may be had with either legs or casters.

Hydrator. This feature renders a service of interest to every housewife.

Low Operating Cost. Sell these reasons for it: (A) Highest grade insulation sealed with hot asphalt to steel walls; (B) Mechanical unit in the coolest part; (C) Fans for forced cooling; (D) Operates only when refrigeration is needed.

FRIGID ERA

Information and Inspiration

Published and Copyrighted by
FRIGIDAIRE CORPORATION
 Subsidiary of General Motors Corporation
 DAYTON, OHIO

C. T. Mutchner, Editor

Address all communications to the Editor

Vol. I July 15, 1930 Number 1

Salute

TO the London, England, branch, Frigidaire, Ltd., we are indebted for the name *Frigid Era*. Our co-workers on the Thames, we hope, will take this as acknowledgment of their genius in naming periodicals. We trust a copy will stray their way occasionally, and that therein they will see that we are doing our best to live up to the fine start they gave us.

Frigid Era hopes to bring its readers news of Frigidaire in all its phases. The world, while not yet its oyster, is nevertheless its territory. We will attempt to be cosmopolitan in every respect, interpreting the new spirit of Frigidaire in its various forms.

We present your new publication. We hope to make it better and more wholly yours after you tell us what you would like to see its pages contain. Make use of the return post-card you will find in this issue to give us the benefit of your ideas for the improvement of *Frigid Era*.

★ ★ ★

Full Steam Ahead

FRIGIDAIRE leadership is more strongly fortified today than ever before and looking one, two and five years ahead, the future is filled with promise.

The 10-Point Frigidaire offers immediately all the outstanding good points to be found in any electric

refrigerator and in addition provides a number which are exclusive features. In a competitive way it places dealers and salesmen far ahead. Constant use of the new score card in emphasizing ten essential points is bound to result in quick additional sales. It helps you drive these points home, when showroom prospects check these points for themselves.

★ ★ ★

In the Quickube ice tray dealers and salesmen have an exclusive feature, certain to create much favorable comment. Ice cubes are something every user of an electric refrigerator talks about. This tray provides a means of getting them quickly when they are needed—much more quickly than they were

ever obtainable before. It means more Frigidaire sales.

★ ★ ★

With introduction of the "G" models, which open the door to hundreds of thousands of new prospects and makes call-backs possible upon almost as many more, dealers and salesmen can now find countless people ready to listen and to buy. Here is a genuine, porcelain-finished Frigidaire, at the lowest price in company history, and a larger companion model at only a few dollars more. What an opportunity to sell the family which has been waiting until electric refrigerators become cheaper!

Frigidaire leadership is more strongly fortified today than ever before. Full steam ahead!

HERE'S WHAT GERMANY THINKS OF SURPLUS POWER



Die Köchin hat vergessen, den Frigidaire abzustellen! ("The Cook has forgotten to turn off the Frigidaire.")
(From "Lustige Blätter")

New Hats...Old Heads

Three new vice presidents have hung up their hats at the factory, have buckled down to the business of producing and selling more and better Frigidaires.

J. A. Harlan, former general sales manager, has been made vice-president in charge of sales. He came to Dayton in 1915, helped design the Delco-Light plant, has pushed door bells, been in engineering, purchasing and sales departments on his way up to his present position.

Edward B. Newill, former vice-president in charge of engineering for General Motors Radio Corporation, is the new vice-president in charge of engineering. He spent a long period of years with Westinghouse Electric Company, in the engineering department, working for considerable time with C. E. Wilson, now General Motors vice-president in charge of manufacturing. He was manager of the control engineer-



E. B. NEWILL

J. A. HARLAN

E. R. GODFREY

ing department until leaving in 1929 to go with General Motors Radio Corporation.

E. R. Godfrey, former Delco-Remy executive, has been appointed vice-president in charge of production. He was formerly superintendent of the generator unit of General Motors' Delco-Remy plant

at Anderson, Indiana, joining the Delco-Remy organization in 1913. He left the organization to go as works' manager for the Mid-West Engine Company, Indianapolis, returned to Delco-Remy in 1924, where he was made superintendent of the generator plant four years ago.

★

★

★

To the Bottom of the World



Equator or far southern latitudes, the water was always cool.



Pictures show the cooler going aboard, a glimpse of the explorers as they sailed into New York harbor, and a member of the crew taking a drink from the most noted sea-going water cooler.

When Admiral Byrd sailed for the south pole, he carried a No. 7 Frigidaire water cooler, safely lashed to a 12-inch beam in the crew's quarters on his ship, "City of New York." Frigidaire engineers in far-off Dun-

din, offering to inspect the water cooler when the ship touched there, were informed by Byrd that the equipment was functioning perfectly after its trip across the equator.

Comes the Dawn

A new day has dawned for Frigidaire commercial salesmen. New evidence of the factory's interest in their success is displayed by new products, given them to open the way to greater sales than ever. Revised sales helps, planned to mark the road to success, now are theirs. The tremendous potential in their field is greater than ever before, and commercial selling men have the chance of a lifetime to profit from the public preference for Frigidaire.

Back of them stands a complete, newly organized factory department to lend every possible support. Under B. J. Vandoren, commercial sales manager, a new commercial sales department, manned by a large staff of men with practical experience, is working exclusively on commercial problems.

First results from this new department are seen in the introduction of seven heavy-duty coils, of greater capacity than ever. These new coils are known as the 20-F, 1242-F, 1266-F, 1278-F, 1842-F, 1854-F, and the 1866-F. Not only do they open up additional fields, but they make it possible for the commercial salesman to specify fewer coils than formerly. They make it possible to furnish refrigeration at a lower cost per pound than ever before.

Coupled with these new products,

revised and expanded sales helps and special literature have been presented to the field as part of factory plans to go after the millions of dollars worth of commercial business that awaits the selling organization.

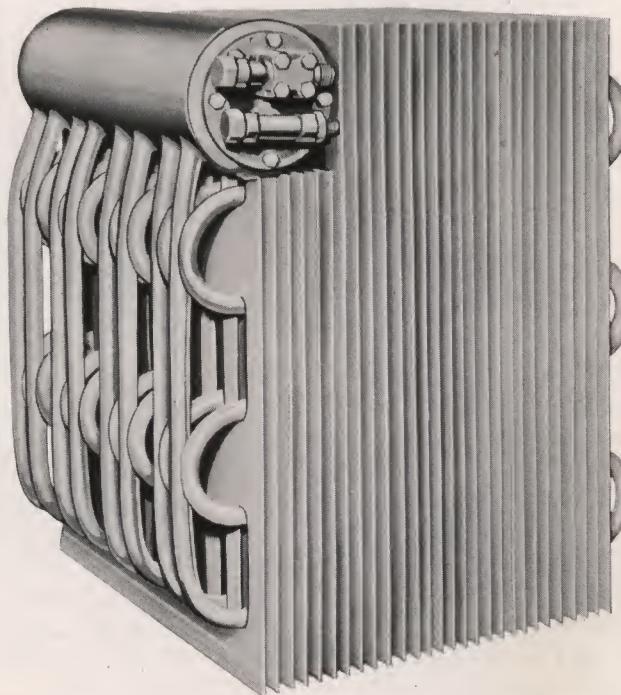
Any merchant or business man whose occupation contains somewhere a need for refrigeration, will find the answer in "Why Frigidaire is the Best Kind of Refrigeration for Your Business," forty-page hand-out piece, which brings home the story of Frigidaire supremacy.

There are good methods of mak-

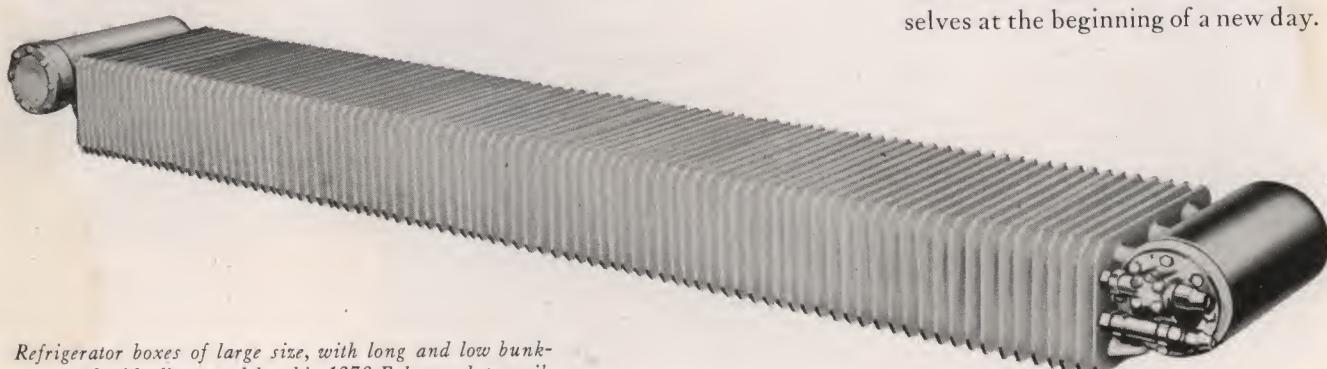
ing a commercial demonstration, and there are some not so good. The new printed demonstration will play a big part in the commercial sales to be made. Salesmen who follow this outlined presentation will cover all Frigidaire features thoroughly.

Other selling helps include an apartment house album of pocket size, a new section for the water cooling album, new commercial investigation and proposal sheets, milk cooling material and literature dealing with selling ice makers and room coolers.

With all these new helps, Frigidaire commercial salesmen find themselves at the beginning of a new day.



Square, compact, and of very high capacity, this 20-F commercial coil is adaptable especially for center icer type boxes formerly requiring two or three smaller capacity coils.



Refrigerator boxes of large size, with long and low bunkers, can be ideally served by this 1278-F heavy-duty coil.

"For Permanent Satisfaction"

J. M. GOODING
GOODING, IDAHO
May 29 1930

Mr. D. G. Angevine, Manager Northern Division,
Electric Light and Refrigeration Company,
13-15 East on First South,
Salt Lake City, Utah.

My dear Mr. Angevine:

Back in 1923 we purchased one of your large home model Frigidaires which we moved from Washington D. C. to Gooding, Idaho, in 1927 and since that time it has been in constant service.

In the almost seven years we have used this Frigidaire, with the one long move, we have not paid out to exceed three dollars for repair service. It is in excellent condition and is one of our most prized household conveniences.

It is indeed a pleasure to recommend Frigidaire to all who may be interested in securing the very best in electrical refrigeration.

Very truly yours,
J. M. Gooding

Strongheart Kin Is Legal Tender



The fourth cousin of Strongheart, famous movie dog, entered American business in Des Moines recently, by being offered and accepted as down payment on an AP-5 Frigidaire.

F. H. Lundgren, city household salesman, turned in order and dog and a few rules regarding down payments were waived to enable the sales force to chip in and present the dog, rechristened "Frigie," to W. A. Trolan, branch manager.

Wise Y's

Loyal Y. M. C. A. and Y. W. C. A. members, believing that the "Y" is usually right, gain further justification for this belief in selection of refrigeration equipment by some of these institutions recently.



Y. M. C. A. in Wilmington, Delaware

Frigidaire equipment helps distinguish the West Side Y. M. C. A., 5 West 63rd St., New York City.

New home of the Wilmington, Delaware, Y. M. C. A., is one of the best equipped in the country. Frigidaire helps uphold the high standard set in the construction and furnishing of this building. Water cooling, as well as kitchen equipment, make up the Frigidaire install-



Atlantic City Y. W. C. A.

ation in the Atlantic City Y. W. C. A.



West Side Y. M. C. A., New York City

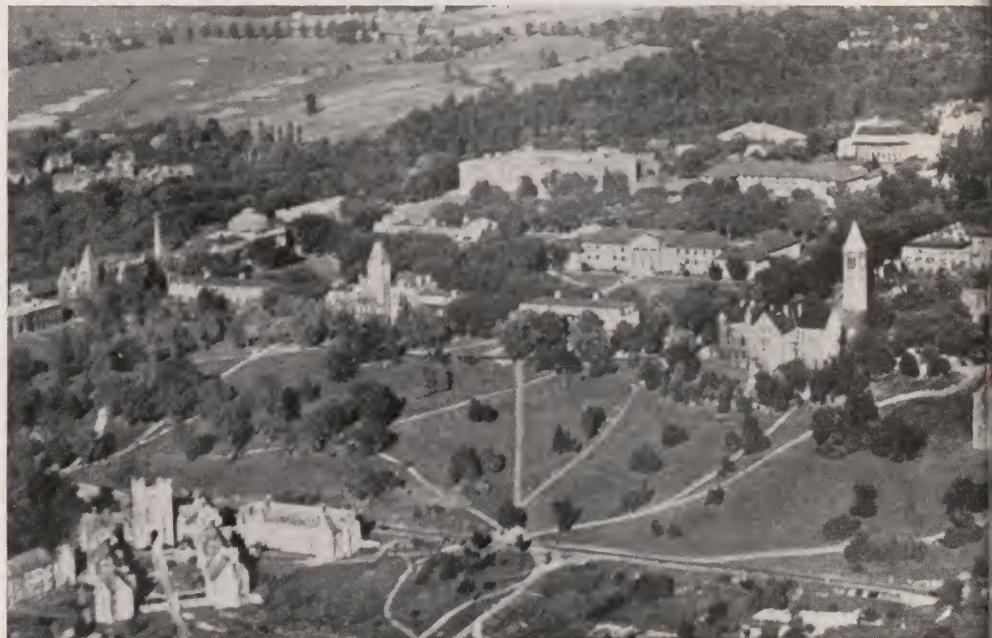
Cornell Chose FRIG

Instructors at Cornell, historic university, overlooking Cayuga Lake, Ithaca, N. Y., need no salesmen to tell them that Frigidaire is powerful, dependable and engineered to do trying, difficult jobs, as well as the ordinary one of keeping the family food supply safe. They have learned from experience by putting this product to exacting tests.

Today, they think of refrigeration at Cornell in terms of Frigidaire, and this General Motors product is to be seen at work in classrooms, laboratories and kitchens in all parts of the campus. Frigidaire sent the campus photographer through the ivy-covered buildings of this old school to show you the part your product is playing there, and illustrate its adaptability to a variety of lucrative fields.



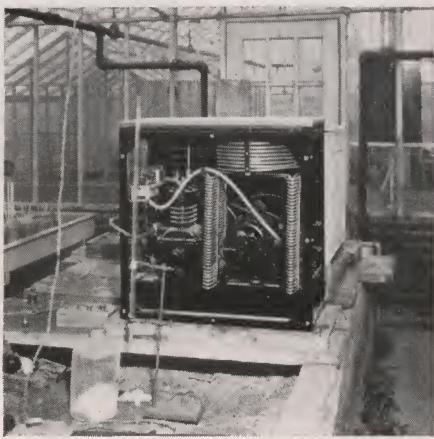
Cats used by students in Zoology classes are preserved throughout the school year in this classroom refrigerator, operated by an N compressor, and 17F coil.



Frigidaire preserves cultures, vaccines and anti-toxins in the College of Veterinary. Three refrigerators there are shown.



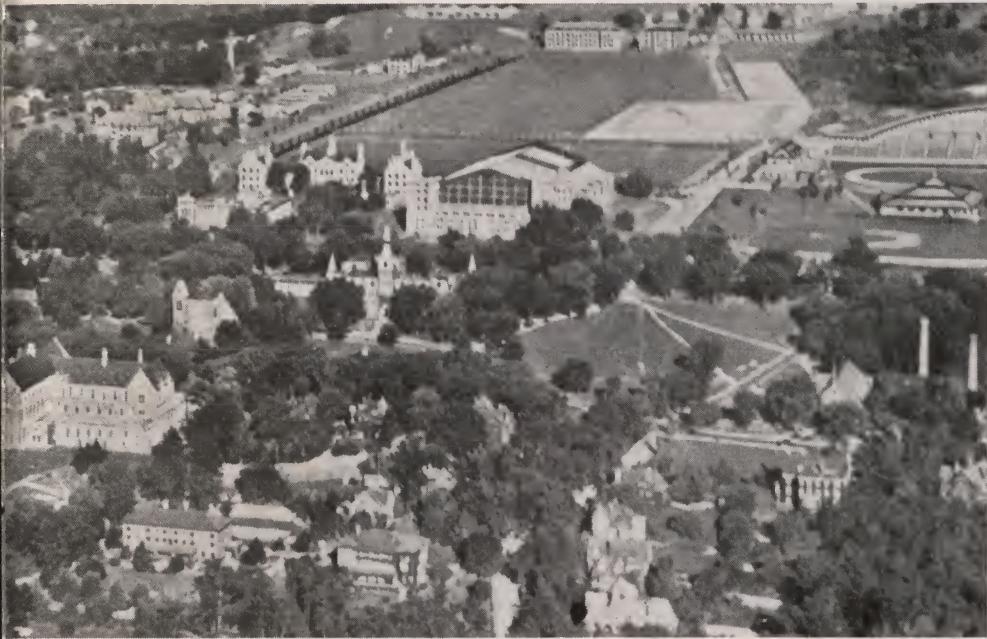
In the Histology Department, Medical College, Stimson Hall, a D-6 preserves Salamander eggs and culture media.



This K compressor and 21-X coil, installed in the tank back of the compressor, cool water used to retard the growth of plants for student research



FRIGIDAIRE Because . . .



Frigidaire cooled water helps in nurturing insects in the Entomology Department, Caldwell Hall.



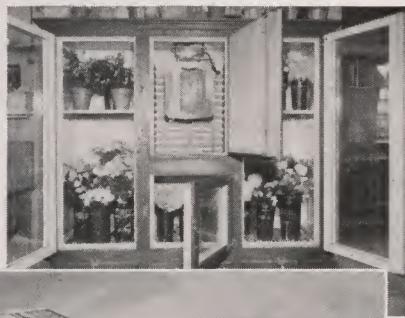
Future housewives, home economists, dieticians learn about refrigeration from Frigidaire in the House Management Department. One of the practice houses and the AP-9 it contains appear here.



Refrigeration needed for soil experiments in the Agronomy Department, College of Agriculture, is provided by a G compressor, 58-F coil in this walk-in-cooler.

In the majority of the buildings on Cornell's picturesque campus, most of which is shown in the airplane view at the left, Frigidaire installations are serving the cause of higher education, impressing future engineers, housewives, doctors, home economists, veterinarians, florists, agriculturalists, bacteriologists, zoologists, entomologists and other specialists with the ability of this equipment to solve most any refrigeration problem.

Frigidaire has a record as enviable as any football star's at Cornell.



A florist box, equipped with a K Compressor, 14-F coil is used to keep all kinds of cut flowers in the Department of Floriculture greenhouse.



A zero temperature needed in the Engineering College to test concrete is provided by the above installation, an N compressor and 303-F coil, in Lincoln Hall.



All God's Chillun Got Feet



... but shoes of many sizes

Familiar to every sales manager is the selling man who seeks easy terms for a prospect whom he would refuse to lend ten dollars of his own money. Equally vexatious is the dealer who sticks to an iron clad down payment and fixed time limit in the face of pleading church committees and gilt-edged citizens.

Fortunate are Frigidaire dealers and salesmen, free from these extremes in time payment complexes. The liberal policy of General Motors Acceptance Corporation makes loss of a sale on terms alone almost impossible. This policy, briefly, consists in letting the responsible buyer write his own ticket.

This is a new interpretation of customer credit. It consists for the most part in horse sense logic. A man is a good risk if he pays his bills. He is a bad risk if he doesn't. To the first, merchandise can be sold on almost any terms with profit to all concerned while the second, even if he makes a fifty per cent down payment, is

liable to go into prompt hiding from all collectors.

Men's feet may not have much to do with their credit. But it is true that all men do not need the same terms any more than they require the same size shoes. A bank teller with 15 years' employment behind him and a possible promotion ahead may not be able to make a big down payment, or any at all for that matter, yet he probably is a good credit risk.

Letting the buyer name his own terms not only is the best and most logical method of approach to the credit side of a sale, but it elimi-

nates that oft-heard "can't afford it now." Let him say how much he can pay a month. Let him say how much he can afford as a down payment. He is the only one who knows anyway. A surprising number of buyers will be found with no desire to mortgage their future with needlessly long time contracts. Every dealer knows of instances where a salesman hard pressed, battles successfully to get special terms for a prospect only to have the latter bring out a check book and pay for the whole business at once, after having won his point.

Every city and hamlet has solid citizens, whose credit is better than their bank balances and who would pay regularly for their refrigeration equipment even though unable to make the standard down payment. To dealers and salesmen with prospects such as these, the liberal GMAC policy means that every interested, responsible prospect can be converted into another satisfied Frigidaire user.

New GMAC Terms Assist Selling Men

Under the new GMAC policy Frigidaire selling men are in a position to let responsible buyers literally name their own terms.

Down payments, above a reasonable minimum, can be set by the prospect himself. Amount of payments and length of the contract also can be left to him, as explained by the article on this page.

Frigidaire in New Cuban Capitol

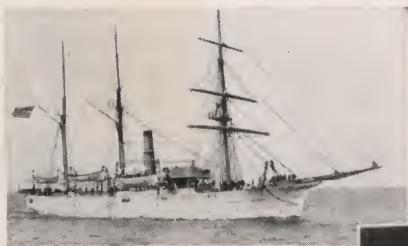
The world's finest equipment was selected for the finest public building in Latin America, Cuba's new \$16,000,000 capitol in Havana. High government officials carefully considered all equipment, made certain that they were getting the best.

When it came to refrigeration, Frigidaire was chosen. Clark Walter, distributor, installed \$50,000 worth of equipment, including an extensive system of water cooling which assures cool water on the hottest of tropical days. A mile and one-half of bronze pipe serves 92 bubblers.

Your prospects, facing refrigeration problems less difficult than torrid Cuba's, will be impressed by this story. Make it a part of your sales talk.



Sea Water Doesn't Bother These Rugged D Compressors



Water cooling and food preservation aboard the 53-year-old barkentine, U. S. S. Nantucket, used as a

training ship by the Massachusetts Nautical School, are cared for by Frigidaire equipment.

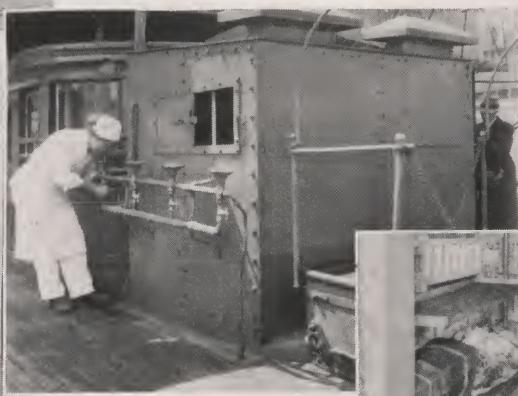
The ship travels all climates; crosses the equator, sails in fair weather and foul. Two "D" compressors are located in a specially constructed house on the spar deck. Water-tight motors are used, the controls are in a dry place, and it

is no uncommon thing, during heavy weather, for water to completely drench the compressors. Still they function faithfully, unaffected by submersion in a briny bath.

Officers and crew are firm believers in Frigidaire, are impressed by its dependability.



In the picture—the U. S. S. Nantucket, battery of bubblers on deck, a specially constructed refrigerator, and the compressor set-up.



Six Weeks' Work... in Seven Days



W. F. MOSES

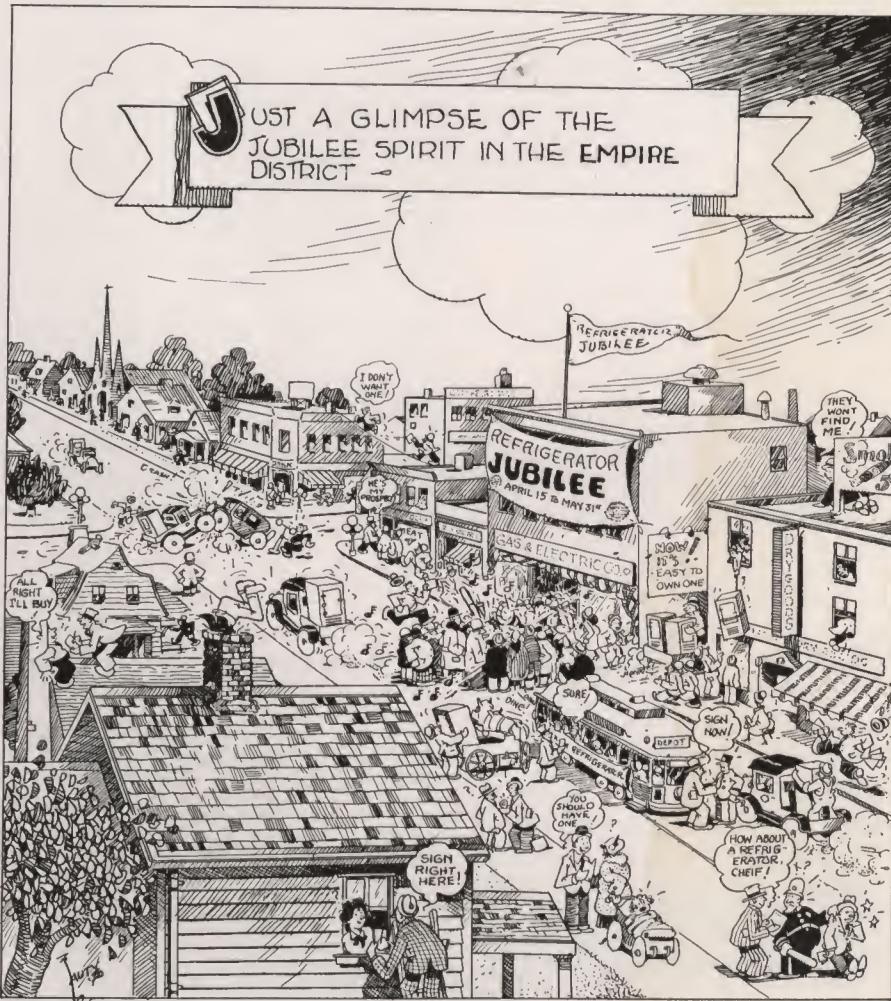
If the Empire Gas and Electric Co., of Geneva, N. Y., subsidiary of the Associated Gas and Electric System, works on a time schedule,

that schedule was badly wrecked recently. On April 15, a six weeks' period was set aside for a refrigerator campaign and a quota of 253 units was established. Fired with the jubilee spirit, Empire salesmen went out into the territory and completed this quota in seven days.

William F. Moses, merchandise manager of the Empire Gas and Electric Company planned and supervised the campaign, assisted by E. T. Lautenslager, advertising manager, who drew the cartoon shown here. Mr. Moses started his whirlwind campaign with a series of meetings at which "Dusty" Miller and H. H. Kennedy, Frigidaire regional manager, were featured speakers.

Similar successful reports came from all sections as a check was made of spring refrigeration campaigns.

The Associated Gas and Elec-



tric System itself, had a campaign quota of 6,477 units and came under the finish wire with 13,341 refrigerators, 213.1 per cent of quota. The Western Pennsylvania division of the Associated Gas and Electric System was assigned a quota of 776 units for their Frigidaire campaign, and made it in 22 days. A full 25 per cent of the sales was turned in by employees not regular members of the sales department. A big part in the Associated Gas and Electric success was played by the new Frigidaire demonstration, reports indicated.

The Toledo-Edison Co., Toledo, Ohio, has just launched a six weeks' campaign with a quota of 1600 units.

Reports from New York brought news of six weeks' outstanding accomplishment on the part of the New York State Electric & Gas Corporation, covering the towns of Lancaster, East Aurora, Hamburg, Gowanda and Silver Creek. Handling Frigidaire and a competitive make, this company sold 256 refrigerators. Of this total, 205 were Frigidaires—indicating a four to one preference in this territory.

\$50 in Prizes

Frigid Era wants ideas—you want money. Let's cooperate.

Here's the plan in a nutshell.

We will pay good, hard, spendable money for tips on interesting and informative subjects. Unusual installations, novel selling ideas, use of direct mail, sure-fire approaches, how you closed your toughest sale are among scores of subjects possible. If the tip will help other dealers and salesmen do a better job, or point out unusual or large installations where Frigidaire is doing the job, it may win you a prize. You must write about specific cases, giving names, facts, figures and dates.

We have \$50 for salesmen who keep their eyes and ears open, remember what they see and hear. Twenty dollars is first prize, \$10 is second prize, and \$5 is third prize. There are fifteen one-dollar prizes.

Judges will pay no attention to form or literary merit—the idea is the thing. Judges' decisions are to be final. Judges will be J. A. Harlan, vice-president in charge of sales; Sales Managers H. C. Jamerson and B. J. Vandoren.

Address all communications to

THE EDITOR, FRIGID ERA
FRIGIDAIRE CORPORATION
DAYTON, OHIO

Consumer Research

by

Elizabeth Stone Macdonald

How many of us like to make an important purchase in cold blood?

How many of us put a nickel in the slot and get a piece of pie from an inhuman little tin compartment, rather than take it, personally, from the hand of a pretty waitress with a come-hither smile in her eyes.

Only a woman can fully realize how often women buy, absolutely irrespective of the merits of the product, because:

1. The salesman was the first to get her attention.

2. She liked the salesman (she may say she liked the product!).

* * *

We are all human beings before we are anything else. So long as we value a warm heart above a coldly calculated self-interest we have to reckon on emotion as a



factor in consumer decisions.

Selling Frigidaire thus becomes a fifty-fifty affair. The first half of success is perfect knowledge of the product. The rest is understanding of the prospect's feelings.

* * *

Instincts and emotions are aroused no more by the product, than by its representative. The way a salesman acts, talks, looks, in short the skill with which he finds his way about, goes far to decide his income.

On the Dotted Line

Energetic Frigidaire salesmen pushed many a door bell, saw many a prospect, got many an order. Noteworthy installations gleaned from recent order blanks:

Clara Bow, cinema star, an MC-9 for her Malibu Beach home, by Salesman G. R. Chick.

Radio Station KMOX, 50,000 watt St. Louis member of Columbia chain, three room coolers by Salesman **G. I. Wan-gerin**.

New Yorker Hotel, newest New York hostelry, two Y compressors, coils, by Salesman **B. C. Sherman**.

Josephus Daniels, one time Secretary of the Navy, present editor, Raleigh, N. C., News, an MC-9 by **C. H. Stephenson**

Music Company.

U. S. Marine Hospital, New York City, an AP-12, AP-9, 59-TF, 10-TF, two A compressors.

Frigidaire National Advertising for July

National Magazines

Saturday Evening Post—July 25
Collier's—July 5
Ladies' Home Journal
Woman's Home Companion
Good Housekeeping
American Magazine
Cosmopolitan
New Yorker—July 5
Enlightened Homes—Midsummer Edition

Trade Papers

Chain Store Age
Chain Store Review
Chain Store Manager
Factory and Industrial Management
Nation's Business
Buildings and Building Management—July 28
Electric Refrigeration News—
July 2, 16 and 30
Foremen's Magazine

CAMPBELLSBURG, KY.—Although he had to stop at every creek to fill the leaking radiator of his car one day recently, E. W. Willock found time to stop at homes of prospects as well. In the one day, he sold two household Frigidaires and two commercial jobs.

★ ★ ★

BEMIDJI, MINN.—An electric current rate of 20 cents per K.W.H. is not generally conducive to the sale of large numbers of electric appliances. In a nearby town with this rate, A. A. Lee, local dealer told the story of Frigidaire's economical operation so well that he sold a household model. Mr. Lee, encouraged by this success, sold two other Frigidaires for use in homes where electric current is furnished only at night.

★ ★ ★

MADRID, IOWA—Information is not available regarding the exact time George Burch reported for work as Frigidaire salesman for the Iowa Railway & Light Corporation on May 15th, his initial day. But by 9:30 a.m., he had sold an AP-4 and arranged to have it delivered and installed by noon.

★ ★ ★

ELLSWORTH, MAINE—Andrew Moore, salesman for Fortier & Moore has the distinction of closing a sale which a competitive salesman started for him. The competitor spent until 10:30 one evening, selling the prospect the need for refrigeration, and Andrew, accompanied by G. M. Cushman, of the same company, went around early the next morning and sold a Frigidaire to meet the need.

★ ★ ★

LEESBURG, FLA.—There is a good hospital in Leesburg. George T. Barr, salesman for C. V. Millikan was confined within its walls all of February and the first part of March. Upon his discharge he proceeded to hang up a six weeks' sales record of 169 B.T.U.'s. Remarks: Completely cured.

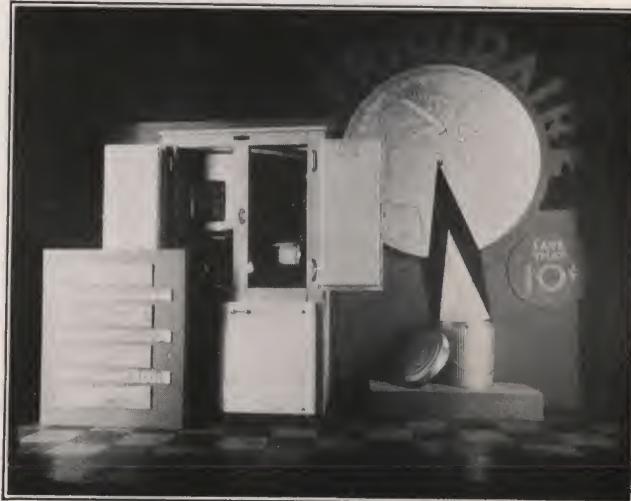
★ ★ ★

MIDDLESBORO, MASS.—When the mountains will not come to Mohammed, Mohammed steers his camel for the mountains. When prospects of William C. Barden, associate dealer for the old Colony Sales Corporation will not come to see his Frigidaire cabinets, he takes the cabinets to the prospects. He did this with an AP-5 the other day and came back with an empty truck.

★ ★ ★

CLAREMORE, OKLA.—Will Rogers must be right about the boom in Claremore. Mrs. F. M. Wright, one of Frigidaire's best salesmen, led the entire state in May sales with 307 per cent of quota.

It's Here



A very visible tenth part of a dollar, dramatically descending into the garbage pail gives spectators of the Queensboro Gas & Electric Company's show window at Far Rockaway, N. Y., a concrete idea of the refrigeration story.

★ ★ ★

ROCHESTER, N. Y.—Howard Martin, household salesman, evidently has gone Multi-Cold in a big way. On two successive days he sold two MC-12's to Rochester residents who believe in ultra-modern refrigeration.

★ ★ ★

HAMMOND, IND.—G. D. Studinger of the Tidd-Lightfoot Refrigeration Company obtained eight orders for a total of 181 B.T.U.'s. in a special three-day drive at the end of the month, bringing his month's total up to 349 B.T.U.'s.

★ ★ ★

SOMERSWORTH, N. H.—Add examples of enthusiasm: L. P. Desmarais, new dealer, sold his demonstrator before it arrived.

★ ★ ★

INDIANAPOLIS, IND.—L. W. Nail, builders' division, Indianapolis office has hit upon (no pun) a way of adding personality to his name. Through use of personalized advertising folders, Mr. Nail informs Indianapolis builders that another Nail is prepared to aid them in their building—by supplying the most important of home necessities, Frigidaire.

★ ★ ★

DALLAS, TEXAS—Frigidaire folks are momentarily expecting a new dealer application. C. H. Irion, sales manager for J. P. Galloway, distributor, reports that a banker has borrowed his copy of "Opportunities in a Growing Business."

Maybe!



Frigidaire cooled punch was served to visitors during the opening of this new showroom of The Sellers Company, dealers in Dallas. This is the third showroom opened by this metropolitan dealership.

★ ★ ★

MINNEAPOLIS, ST. PAUL—Sticky chocolates no longer are the bane of the Northwestern Drug Company's summer confectionary trade. A Frigidaire room cooling installation sold by Commercial Salesman Redfield of the Twin Cities branch, provides constant cool storage temperature for all candies.

★ ★ ★

BLOOMINGTON, ILL.—Salesmen for the Illinois Refrigeration Company are filled with a mixture of pride and fear these days. Pride in that they have just installed the largest Frigidaire milk cooling installation in the United States for the Bevan Dairy. Fear that it won't stand as the largest long.

★ ★ ★

ANDERSON, S. C.—John W. Jennings of the Electric Refrigeration Company, had the idea that the Rev. William B. Garrett, pastor of the St. John's M. E. Church, should have a Frigidaire in his parsonage. Through a little explanation on the part of Mr. Jennings, the ladies of the church thought so too. The rest of the story is told in the issue of the church bulletin in which the pastor thanked the ladies for the present. "This is a real luxury," the bulletin stated, "and the present occupants of the parsonage wish to thank the ladies for their thoughtfulness."

★ ★ ★

JONESBORO, ARK.—R. J. Herbert, salesman for the Gregory Brothers, dealers here, doubles as radio announcer for the local broadcasting station. A few arguments at night clinch what he tells his prospects in the daytime, he reports, and his radio selling is resulting in many inquiries.

MEMPHIS, TENN.—An opportunist of the first water is W. P. McIntosh, Jr., commercial dealer here. Chancing to meet an ice man, Mr. McIntosh offered to wager five dollars that the I. M. did not have five customers who spent a dollar or more per day for ice. The ice man, unsuspecting, took the bet, named the five customers, collected the five dollars, and lost three of his big money users to Mr. Moore through the economy of Frigidaire.

★ ★ ★

PARIS, TEXAS—All kinds of records were hung up by Thomas Hagood, of the Paris dealership, in a smashing three weeks of activity recently. A total of 22 sales were made by him in 21 days. Fifteen were household and seven commercial. Commercial sales included a water cooling installation for the Lamar County courthouse; water cooling for the largest department store in town and complete refrigeration equipment for the Paris Sanitarium.

★ ★ ★

OMAHA, NEBR.—Strike a cross section of downtown Omaha and you'll probably find three or four installations sold by versatile Walter B. Combs. In one month he sold an office building water cooling job, a florist shop, a five and ten cent store fountain job, two grocery and meat markets, water cooling and kitchen equipment for a telephone exchange building and refrigeration equipment for a soda fountain.

★ ★ ★

BIRMINGHAM, ALA.—Quotas meant little to dealers and salesmen of the Domestic Electric Company during May. Some records are: Leeds Supply Company, 208 per cent of quota; J. D. Connor, Talladega, Ala., 188 per cent; Herbert Orr, Huntsboro, Ala., 152 per cent, and Culpepper Electric Co., Demopolis, 136 per cent.

★ ★ ★

ALBANY—Although Frank A. Gould, Reading, Pa., broke the tape first to qualify for membership in the 1930 B.T.U. club, hot on his heels was R. A. Somerville, Albany branch. Somerville, with the high quota of 9140 B.T.U.'s, made his sales quota by May 5, qualifying soon after when the final installation was made.

★ ★ ★

MCKINNEY, TEXAS—Brantley and Henderson open for business and the Courier-Gazette jumps to a twelve-page edition in celebration of the advent of this Frigidaire dealership. "Beautiful . . . artistic . . . prettiest," says the Courier-Gazette, speaking of the new showroom.

In Embassy Kitchens . . .

The Diplomatic Corps sets a frequent and a festive table. Sturdy Frigidaire compressors and efficient cooling coils are giving perfect service in legation embassy buildings in all parts of the world; functioning under every extreme of climate.

Diplomatic dinners of state are momentous affairs in the embassy kitchens. A nation's prestige may depend upon the crispness of a salad or the color of a roasted duck. The fact that scores of embassy and legation buildings in all latitudes

have Frigidaire equipment is evidence of the universal desire to provide the best in equipment for this important department of the diplomatic service.

Heat and humidity have no effect on the gleaming porcelain finish of the Frigidaire in the kitchen of the U. S. legation at Bangkok, Siam, nor on the compressor with reserve surplus power more than ample for extra hot weather. There are U. S. diplomatic corps' residences in Buenos Aires, Argentine; Tirana, Albania; Istanbul, Turkey; Panama City, Panama; Lisbon, Portugal and Peiping, China, all equipped with Frigidaire.



In the British embassy at Washington, shown in the center above, there is an English-built refrigerator box, large enough to store food for the banquets given at the embassy and equipped with dependable Frigidaire equipment. At the left, is the U. S. embassy in Buenos Aires, and at the right, the U. S. legation at Tirana, Albania. Both are equipped with Frigidaire.

JUST DEFROSTING

1. "Bad Breaks" are usually the result of "Set Brakes."
2. The "S" at the beginning and end of "Sales" both stand for "Service."
3. Competition is the sand under any organization's wheels — it makes them take hold.
4. Yesterday is gone—tomorrow never comes—sell 'em today.
5. A good salesman is made up of equal parts of information and perspiration with a good dash of common sense to make the mixture jell.
6. No Frigidaire salesman ever found a commission dollar on a "Tom-Thumb" golf course.
7. Alibis are the lies a failure tells his conscience.
8. Don't talk too much—a mule could pass for a horse after night if he'd keep his mouth shut.
9. "U" is the most important letter in the B.T.U. club.

Frigidaire Used in Model Store

When grocers decide upon a model store, it is significant that they pick Frigidaire. Such a store was a feature of the National Retail Grocers' Association convention in Dayton.

McCray cases with Frigidaire coils and compressors, furnished

refrigeration for this store, the latest in food store design.

Delegates are not the only ones to know of Frigidaire's representation at the convention, for a talking film was made of the store. The N. R. G. A. will send it to local associations everywhere.





They Wanted the Best!



The magnificent "Cathedral of Finance," erected by The Ohio Savings Bank & Trust Company, is shown above, with S. F. Lupe, Toledo-Edison water cooler salesman, who assisted in landing the order. Thirty-three Frigidaire water coolers, marble hall fountains and complete units, like the cooler on the right, comprise the initial order.

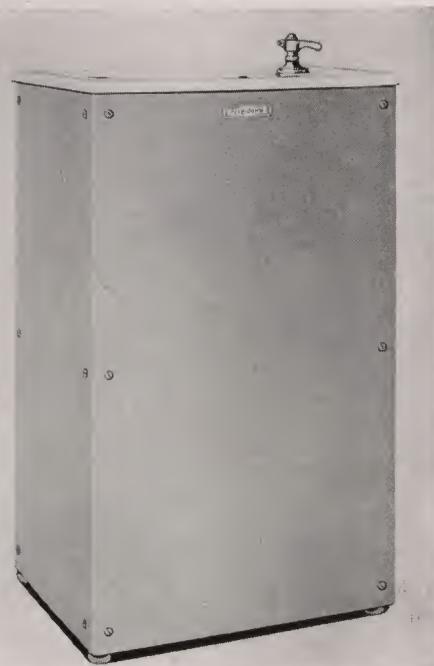
Newspapers, too alert, over-anxious, premature, once announced the death of Mark Twain.

Soon Mark Twain, still alive, still healthy, still retaining an abundant sense of humor, brightly announced, "Reports of my death are greatly exaggerated."

Informed that water cooling installation for The Ohio Savings Bank & Trust Company's new building, one of the finest in all Ohio, had been let to a competitor, E. H. Walker, Toledo distributor, announced "Reports are greatly exaggerated."

Soon Mr. Walker, ably assisted by S. F. Lupe, water cooling salesman for the Toledo-Edison Company, redoubled their efforts, secured the order, will install Frigidaire.

Others had told architects, "Write your own price, we want this installation for advertising." One entered a bid \$1,000 less than Frigidaire. Another, too certain, announced signing of the order. Undaunted, Distributor Walker and Salesman Lupe talked Frigidaire quality, Frigidaire leadership, Frigidaire dependability, were awarded the order.



Behind the Guarantee



When Frigidaire advertising refers to the staunchness and dependability of its products it speaks of an accepted fact. Back of such advertising stands the good name of General Motors and its high reputation for fair dealing. Frigidaire products must live up to this reputation.

Assurance of lasting satisfaction and supreme dependability is built into Frigidaire equipment. A modern factory and modern production methods enable the world's largest industrial corporation to make this electric refrigerator as permanently trouble free as any high grade piece of mechanism can be built.

Factory inspections are numerous and thorough. In addition to examinations by inspectors each op-

erator checks his own work. This is necessary because production is progressive and his work must be accurate in order that the next operation may be performed properly. By the time a household Frigidaire emerges upon the shipping platform, ready for its travelling suit of smooth lumber and printed labels, it has been subjected to hundreds of inspections.

In some of these tests an error the thickness of a hair would be as noticeable as a tooth cavity. A human hair is about one-sixtieth of an inch in thickness. On several inspection operations, a tolerance of two or three ten-thousandths of an inch is all that is permissible.

Shown in the picture is a test of Frigidaire compressor connecting

rods. There are three steps to this particular inspection, made through use of indicating gauges that are amplified to check within one ten-thousandths of an inch. Both holes are checked to be sure that the total deviation is not more than three ten-thousandths of an inch, and a third test is made to show that the two holes are exactly in line—a deviation of two ten-thousandths being all that is tolerated.

Everywhere throughout the factory, a standard of quality equally high is enforced. Production must meet the standard to insure the superb quality of Frigidaire. This is why General Motors stands behind the Frigidaire guarantee—a guarantee that insures lasting satisfaction.

Behind the Guarantee

Digitized by:



ASSOCIATION FOR PRESERVATION TECHNOLOGY
www.apti.org

For the
 BUILDING TECHNOLOGY HERITAGE LIBRARY

<https://archive.org/details/buildingtechnologyheritagelibrary>

From the collection of:



SOUTHEASTERN ARCHITECTURAL ARCHIVE
 SPECIAL COLLECTIONS
 HOWARD-TILTON MEMORIAL LIBRARY

<http://seaa.tulane.edu>

into Frigidaire equipment. A modern factory and modern production methods enable the world's largest industrial corporation to make this electric refrigerator as permanently trouble free as any high grade piece of mechanism can be built.

Factory inspections are numerous and thorough. In addition to examinations by inspectors each op-

In some of these tests an error the thickness of a hair would be as noticeable as a tooth cavity. A human hair is about one-sixtieth of an inch in thickness. On several inspection operations, a tolerance of two or three ten-thousandths of an inch is all that is permissible.

Shown in the picture is a test of Frigidaire compressor connecting

steps to this made through ges that are thin one ten-inch. Both be sure that not more than s of an inch, made to show re exactly in of two ten- thousandths being all that is tolerated.

Everywhere throughout the factory, a standard of quality equally high is enforced. Production must meet the standard to insure the superb quality of Frigidaire. This is why General Motors stands behind the Frigidaire guarantee—a guarantee that insures lasting satisfaction.